



Breaking into the Movie Industry



A look at profitability for newcomers
to the movie industry.



Topics

- **Genre** - genres are lowest risk/highest ROI?
- **Budget** - range is likely to yield the highest return?
- **People** - Who has a track record of success and high ROI on their films?

The Data

- Movie Details
- Budgets and Revenue
- People Directors, Actors, Producers etc.

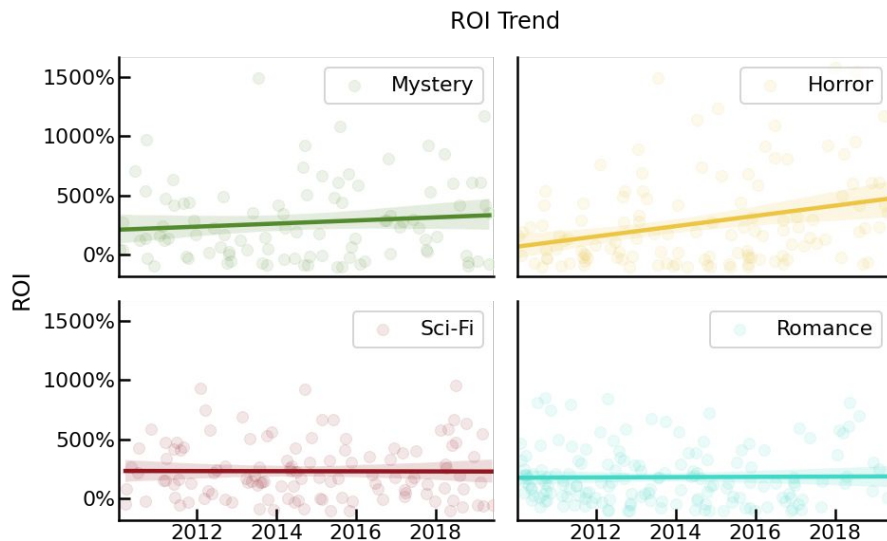
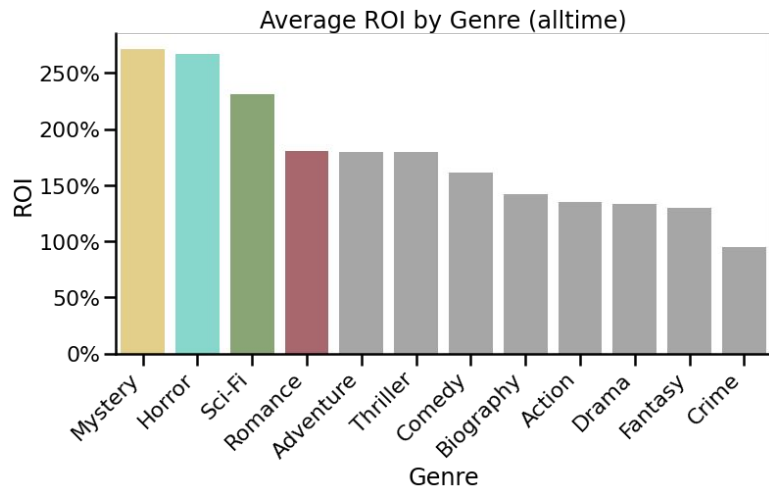


Box Office Mojo
by IMDbPro



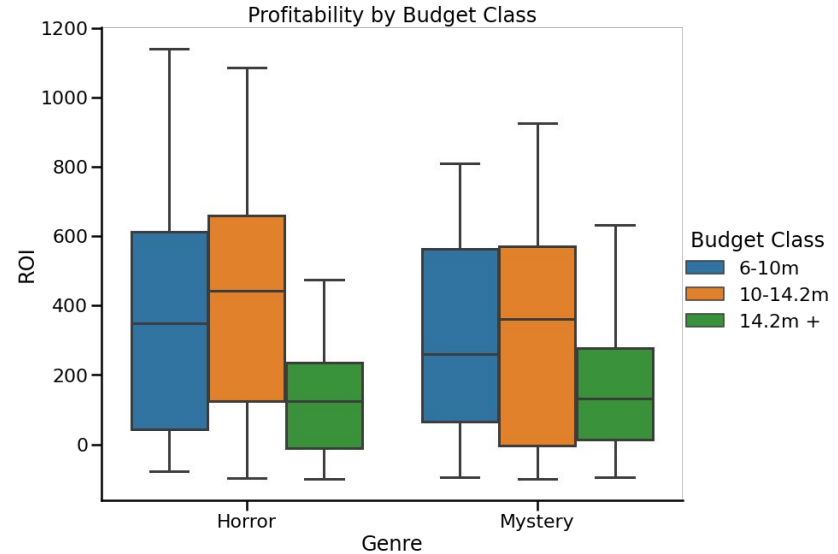
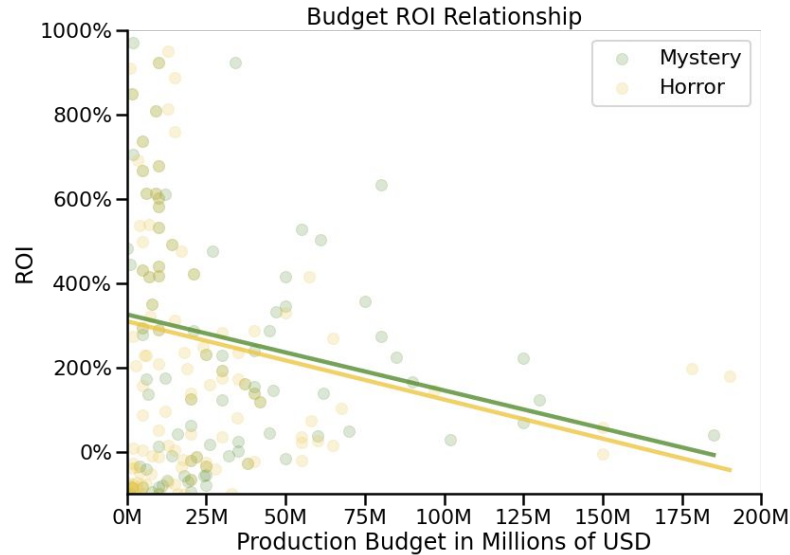
Genre

- Horror and Mystery are the two top performing categories by ROI
- Both categories are showing a slight upward trend in profitability over time



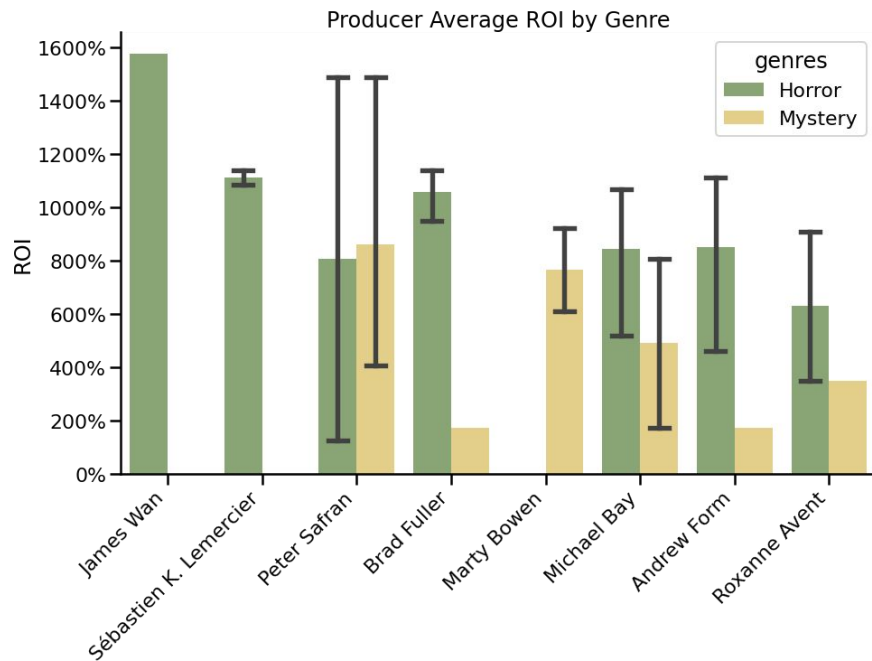
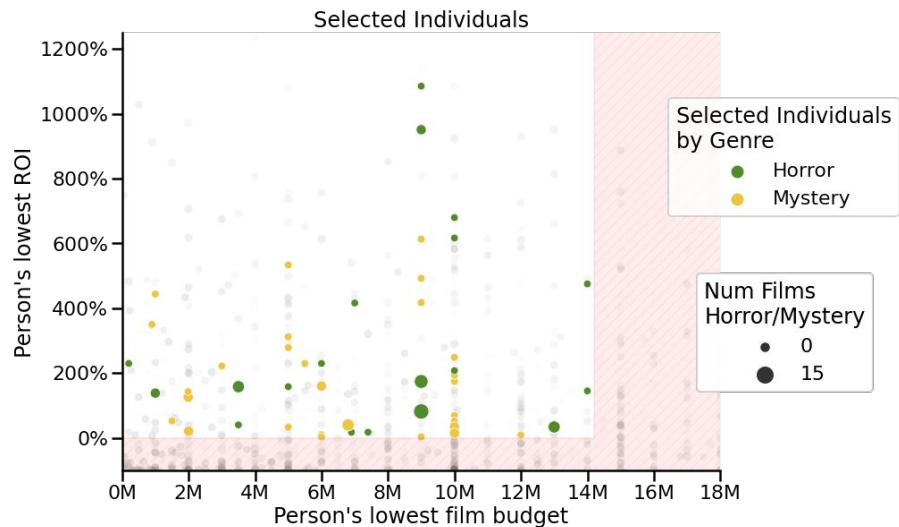
Budget

- More is less for budget in these categories.
- \$6-14.2m ideal budget range for both Horror and Mystery



Top Producers and Writers

- Filtered by num films, genre, positive ROI, and budget.
- Many films fall into both Horror and Mystery genres



Summary of recommendation

- Break into the movie industry with a horror or mystery film.
 - Benefits: High ROI, upward trend, moderate cost
- Spend between \$6m and \$14.2m USD
 - Benefits: Highest ROI, many experienced people available in this budget range
- Higher producer from the list of proven producers
 - Benefits: Proven track record, industry experience, connections

Further Exploration

- Which roles have higher impact on a movies success?
- Are there people who show high success working together?
- How does runtime affect ROI and ratings?
- Percentage of profitable films by genre?
- Is ROI influenced by runtime?
- Does production studio affect ROI and ratings?



Thank you



Do. Or do not. There is no try.
—Yoda, *Star Wars Episode V*

